



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 3048544
Schedule Dates 09/27/17-10/03/17
Advertiser Ed Gillespie for VA Governor (116805)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Ed Gillespie (671299)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 3155
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 09/26/17
Last Modified 09/26/17
Entered By Kelsey Reardon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,820.00
Net Total \$49,980.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2017	35	\$58,800.00
Grand Total:	35	\$58,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/27/17-09/29/17	2	:30	5A- News-Good Morning Washington at 5a				1		1			2	\$300.00	\$600.00	Washington (WJLA)		9/26/17
2.0	Normal Line / SPOT	09/28/17-09/28/17	2	:30	6A- News-Good Morning Washington at 6a					1				1	\$1,000.00	\$1,000.00	Washington (WJLA)		9/26/17
3.0	Normal Line / SPOT	10/03/17-10/03/17	2	:30	6A- News-Good Morning Washington at 6a			1						1	\$1,000.00	\$1,000.00	Washington (WJLA)		9/26/17
4.0	Normal Line / SPOT	09/27/17-09/29/17	2	:30	7A- ABC-Good Morning America				1	1	1			3	\$1,000.00	\$3,000.00	Washington (WJLA)		9/26/17
5.0	Normal Line / SPOT	10/02/17-10/03/17	2	:30	7A- ABC-Good Morning America		1	1						2	\$1,000.00	\$2,000.00	Washington (WJLA)		9/26/17
6.0	Normal Line / SPOT	09/28/17-09/28/17	2	:30	9A- Live with Kelly					1				1	\$375.00	\$375.00	Washington (WJLA)		9/26/17
7.0	Normal Line / SPOT	10/03/17-10/03/17	2	:30	9A- Live with Kelly			1						1	\$375.00	\$375.00	Washington (WJLA)		9/26/17
8.0	Normal Line / SPOT	09/29/17-09/29/17	2	:30	12P- News-ABC 7 News at Noon						1			1	\$300.00	\$300.00	Washington (WJLA)		9/26/17
9.0	Normal Line / SPOT	10/03/17-10/03/17	2	:30	12P- News-ABC 7 News at Noon			1						1	\$300.00	\$300.00	Washington (WJLA)		9/26/17
10.0	Normal Line / SPOT	09/27/17-09/27/17	2	:30	4P- News-ABC 7 News at 4p				1					1	\$400.00	\$400.00	Washington (WJLA)		9/26/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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11.0	Normal Line / SPOT	09/28/17-09/28/17	2	:30	5P- News-ABC 7 News at 5p					1				1	\$500.00	\$500.00	Washington (WJLA)		9/26/17
12.0	Normal Line / SPOT	10/03/17-10/03/17	2	:30	5P- News-ABC 7 News at 5p			1						1	\$500.00	\$500.00	Washington (WJLA)		9/26/17
13.0	Normal Line / SPOT	09/27/17-09/29/17	2	:30	6P- News-ABC 7 News at 6p				1		1			2	\$650.00	\$1,300.00	Washington (WJLA)		9/26/17
14.0	Normal Line / SPOT	10/02/17-10/02/17	2	:30	6P- News-ABC 7 News at 6p		1							1	\$650.00	\$650.00	Washington (WJLA)		9/26/17
15.0	Normal Line / SPOT	09/27/17-09/27/17	2	:30	6:27P- 6:30P (EST)				1					1	\$3,000.00	\$3,000.00	Washington (WJLA)		9/26/17
16.0	Normal Line / Access	10/02/17-10/02/17	2	:30	6:57P- 7P (EST)		1							1	\$5,000.00	\$5,000.00	Washington (WJLA)		9/26/17
17.0	Normal Line / Access	10/03/17-10/03/17	2	:30	7P- Wheel Of Fortune			1						1	\$1,800.00	\$1,800.00	Washington (WJLA)		9/26/17
18.0	Normal Line / Access	09/27/17-09/29/17	2	:30	7:30P- Jeopardy				1		1			2	\$2,700.00	\$5,400.00	Washington (WJLA)		9/26/17
19.0	Normal Line / Access	10/02/17-10/02/17	2	:30	7:30P- Jeopardy		1							1	\$2,700.00	\$2,700.00	Washington (WJLA)		9/26/17
20.0	Normal Line / SPOT	09/28/17-09/28/17	2	:30	11P- News-ABC 7 News at 11p					1				1	\$1,000.00	\$1,000.00	Washington (WJLA)		9/26/17
21.0	Normal Line / SPOT	10/03/17-10/03/17	2	:30	11P- News-ABC 7 News at 11p			1						1	\$1,000.00	\$1,000.00	Washington (WJLA)		9/26/17
22.0	Normal Line / SPOT	09/27/17-09/29/17	2	:30	11P- 12A (EST)				1		1			2	\$500.00	\$1,000.00	Washington (WJLA)		9/26/17
23.0	Normal Line / SPOT	10/02/17-10/02/17	2	:30	11P- 12A (EST)		1							1	\$500.00	\$500.00	Washington (WJLA)		9/26/17

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24.0	Normal Line / Football	09/30/17-09/30/17	1	:30	8P- Sports-ABC College Football Prime							1		1	\$6,000.00	\$6,000.00	Washington (WJLA)		9/26/17
25.0	Normal Line / SPOT	10/01/17-10/01/17	2	:30	8A- ABC-Good Morning America Sunday								1	1	\$400.00	\$400.00	Washington (WJLA)		9/26/17
26.0	Normal Line / SPOT	10/01/17-10/01/17	2	:30	10A- News-Full Measure with Sharyl Attkisson								1	1	\$400.00	\$400.00	Washington (WJLA)		9/26/17
27.0	Normal Line / SPOT	10/01/17-10/01/17	2	:30	10:30A- Government Matters								1	1	\$300.00	\$300.00	Washington (WJLA)		9/26/17
28.0	Normal Line / Football	10/02/17-10/02/17	3	:30	8:30P- Sports-Redskins Football		1							1	\$18,000.00	\$18,000.00	Washington (WJLA)		9/26/17

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